



Recreation Expenditures

Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998
Longitude: -83.093858
Radius: 1.0 mile

Demographic Summary	2007	2012
Population	8,321	8,397
Households	3,479	3,529
Families	2,271	2,234
Median Age	36.3	36.8
Median Household Income	\$53,438	\$61,917

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	90	\$547.80	\$1,905,782
Admission to Movies, Theater, Opera, Ballet	88	\$132.69	\$461,631
Admission to Sporting Events, excl. Trips	91	\$52.18	\$181,526
Fees for Participant Sports, excl. Trips	91	\$102.94	\$358,134
Fees for Recreational Lessons	89	\$116.05	\$403,755
Social, Recreation, Civic Club Membership	91	\$143.93	\$500,736
Rental of Video Cassettes and DVDs	85	\$50.78	\$176,657
Toys & Games	87	\$158.44	\$551,228
Toys and Playground Equipment	87	\$152.96	\$532,131
Play Arcade Pinball/Video Games	85	\$5.49	\$19,097
Recreational Vehicles and Fees	77	\$351.01	\$1,221,160
Purchase or Rental of RVs or Boats	76	\$299.91	\$1,043,377
Docking and Landing Fees for Boats and Planes	89	\$7.81	\$27,165
Camp Fees	81	\$43.29	\$150,618
Sports, Recreation and Exercise Equipment	73	\$168.56	\$586,412
Exercise Equipment and Gear, Game Tables	78	\$72.80	\$253,285
Bicycles	80	\$15.70	\$54,627
Camping Equipment	61	\$11.02	\$38,333
Hunting and Fishing Equipment	59	\$33.16	\$115,372
Winter Sports Equipment	90	\$6.92	\$24,063
Water Sports Equipment	76	\$7.17	\$24,961
Other Sports Equipment	81	\$18.50	\$64,376
Rental/Repair of Equipment	88	\$3.28	\$11,395
Photographic Equipment and Supplies	89	\$121.52	\$422,764
Film	86	\$20.92	\$72,796
Film Processing	88	\$33.02	\$114,875
Photographic Equipment	88	\$37.96	\$132,065
Photographer Fees/Other Supplies & Equip Rental/Repair	92	\$29.61	\$103,028
Reading	92	\$194.70	\$677,368
Newspapers	95	\$80.01	\$278,352
Magazines	90	\$35.12	\$122,178
Books	89	\$79.57	\$276,838

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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Demographic Summary

	2007	2012
Population	27,212	29,305
Households	10,622	11,455
Families	7,471	7,907
Median Age	37.4	38.1
Median Household Income	\$61,989	\$74,259

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	105	\$640.41	\$6,802,427
Admission to Movies, Theater, Opera, Ballet	103	\$155.33	\$1,649,870
Admission to Sporting Events, excl. Trips	107	\$61.66	\$654,984
Fees for Participant Sports, excl. Trips	106	\$119.73	\$1,271,818
Fees for Recreational Lessons	105	\$136.67	\$1,451,702
Social, Recreation, Civic Club Membership	105	\$167.02	\$1,774,053
Rental of Video Cassettes and DVDs	100	\$59.80	\$635,221
Toys & Games	100	\$182.07	\$1,933,976
Toys and Playground Equipment	100	\$175.67	\$1,865,914
Play Arcade Pinball/Video Games	100	\$6.41	\$68,062
Recreational Vehicles and Fees	95	\$434.24	\$4,612,486
Purchase or Rental of RVs or Boats	95	\$372.05	\$3,951,888
Docking and Landing Fees for Boats and Planes	104	\$9.13	\$96,959
Camp Fees	99	\$53.06	\$563,639
Sports, Recreation and Exercise Equipment	88	\$204.05	\$2,167,429
Exercise Equipment and Gear, Game Tables	93	\$86.71	\$920,996
Bicycles	97	\$19.05	\$202,302
Camping Equipment	78	\$14.02	\$148,955
Hunting and Fishing Equipment	75	\$42.03	\$446,485
Winter Sports Equipment	100	\$7.66	\$81,339
Water Sports Equipment	95	\$8.94	\$94,942
Other Sports Equipment	95	\$21.76	\$231,185
Rental/Repair of Equipment	104	\$3.88	\$41,225
Photographic Equipment and Supplies	102	\$140.12	\$1,488,404
Film	100	\$24.18	\$256,891
Film Processing	101	\$37.88	\$402,377
Photographic Equipment	104	\$44.86	\$476,476
Photographer Fees/Other Supplies & Equip Rental/Repair	103	\$33.20	\$352,660
Reading	103	\$218.96	\$2,325,764
Newspapers	103	\$86.92	\$923,280
Magazines	102	\$39.76	\$422,378
Books	103	\$92.27	\$980,106

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Demographic Summary

	2007	2012
Population	47,789	52,493
Households	18,219	20,117
Families	13,017	14,090
Median Age	35.9	36.5
Median Household Income	\$63,038	\$75,748

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	106	\$643.72	\$11,727,919
Admission to Movies, Theater, Opera, Ballet	104	\$156.02	\$2,842,480
Admission to Sporting Events, excl. Trips	109	\$62.72	\$1,142,719
Fees for Participant Sports, excl. Trips	106	\$120.46	\$2,194,618
Fees for Recreational Lessons	106	\$138.56	\$2,524,467
Social, Recreation, Civic Club Membership	105	\$165.96	\$3,023,635
Rental of Video Cassettes and DVDs	104	\$61.99	\$1,129,374
Toys & Games	102	\$185.03	\$3,371,070
Toys and Playground Equipment	102	\$178.53	\$3,252,718
Play Arcade Pinball/Video Games	101	\$6.50	\$118,352
Recreational Vehicles and Fees	100	\$455.56	\$8,299,830
Purchase or Rental of RVs or Boats	100	\$391.53	\$7,133,264
Docking and Landing Fees for Boats and Planes	101	\$8.87	\$161,515
Camp Fees	103	\$55.16	\$1,005,051
Sports, Recreation and Exercise Equipment	92	\$211.19	\$3,847,705
Exercise Equipment and Gear, Game Tables	96	\$89.64	\$1,633,071
Bicycles	101	\$19.88	\$362,266
Camping Equipment	83	\$15.06	\$274,403
Hunting and Fishing Equipment	79	\$44.18	\$804,851
Winter Sports Equipment	96	\$7.34	\$133,733
Water Sports Equipment	98	\$9.27	\$168,869
Other Sports Equipment	96	\$21.90	\$399,001
Rental/Repair of Equipment	105	\$3.93	\$71,511
Photographic Equipment and Supplies	103	\$141.75	\$2,582,560
Film	101	\$24.46	\$445,708
Film Processing	101	\$38.09	\$693,888
Photographic Equipment	107	\$45.99	\$837,811
Photographer Fees/Other Supplies & Equip Rental/Repair	103	\$33.22	\$605,153
Reading	101	\$214.17	\$3,902,010
Newspapers	98	\$82.31	\$1,499,588
Magazines	101	\$39.29	\$715,807
Books	104	\$92.57	\$1,686,615

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